

# CONTRACT



**WAVE-TV**  
**725 South Floyd Street**  
**Please use this for correspondence only**  
**Louisville, KY 40203**  
**(502) 585-2201**

wave3.com

And:

**Waterfront Strategies**  
**3050 K Street NW**  
**Washington, DC 20007**

<u>Contract / Revision</u> 839830 /		<u>Alt Order #</u> 06392523
<u>Product</u> SENATE MAJORITY PAC		
<u>Contract Dates</u> 10/24/12 - 10/30/12	<u>Estimate #</u> 2208	
<u>Advertiser</u> Majority Pac		<u>Original Date / Revision</u> 10/24/12 / 10/24/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WAVE	<u>Account Executive</u> meghan mcgarr	<u>Sales Office</u> HRP-Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 94	<u>Product Code</u> 100
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WAVE	10/25/12	10/26/12	Days of Our Lives-WAVE	1-2P		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				1	\$225.00			
N 2	WAVE	10/25/12	10/26/12	Today Show 3 10-11am	Today Show 3 10-1		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				1	\$150.00			
N 3	WAVE	10/25/12	10/26/12	WAVE 3 News 11am	11-1130am		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				1	\$125.00			
N 4	WAVE	10/25/12	10/26/12	Tonight Show	1135pm-1237xm		:30			NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				1	\$170.00			
N 5	WAVE	10/25/12	10/26/12	Late Night w/Jimmy Fallon	1237x-136x		:30			NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				1	\$70.00			
N 6	WAVE	10/25/12	10/26/12	Extra 230-3p	2-3p		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				1	\$90.00			
N 7	WAVE	10/25/12	10/26/12	3-4pm (Mon-Fri)	3-4pm		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				1	\$200.00			
N 8	WAVE	10/25/12	10/26/12	4-5pm (Mon-Fri)	4-5pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				1	\$300.00			
N 9	WAVE	10/25/12	10/26/12	WAVE Sunrise I (5-5:30am)	5-5:30am		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				1	\$100.00			
N 10	WAVE	10/25/12	10/26/12	WAVE 3 News 5-530pm	5-530pm		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				1	\$450.00			
N 11	WAVE	10/25/12	10/26/12	WAVE Sunrise II (5:30-6am)	530-6am		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

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<b>Contract / Revision</b> 839830 /		<b>Alt Order #</b> 06392523
<b>Contract Dates</b> 10/24/12 - 10/30/12		<b>Product</b> SENATE MAJORITY PAC
<b>Advertiser</b> Majority Pac		<b>Estimate #</b> 2208
		<b>Original Date / Revision</b> 10/24/12 / 10/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				1	\$175.00			
N 12	WAVE	10/25/12	10/26/12	WAVE 3 News 530-6pm	530-6pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				1	\$500.00			
N 13	WAVE	10/25/12	10/26/12	WAVE 3 News 6-630pm	6-6:30pm		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				1	\$600.00			
N 14	WAVE	10/25/12	10/26/12	WAVE Sunsrise III 6-7am	6-7am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				1	\$350.00			
E 15	WAVE	10/28/12	10/28/12	NBC Nightly News	NBC Nightly News		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$1,000.00			
N 16	WAVE	10/25/12	10/26/12	WAVE 3 @ 7 PM	M-F 6:58-7:27 PM		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				1	\$600.00			
N 17	WAVE	10/25/12	10/26/12	NBC Today Show	7-9am		:30			NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				1	\$425.00			
N 18	WAVE	10/25/12	10/26/12	WAVE 3 News 730-8pm (M-FM-F 7:30-8:00 PM			:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				1	\$475.00			
N 19	WAVE	10/25/12	10/26/12	NBC Today Show II 9-10AM	9-10am		:30			NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				1	\$240.00			
N 20	WAVE	10/25/12	10/27/12	Late News M-Sat	11-1136pm		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TFS-				1	\$450.00			
N 21	WAVE	10/27/12	10/27/12	Saturday Night Live	1130pm-101xm		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$550.00			
D 22	WAVE	10/27/12	10/27/12	Notre Dame Football	Notre Dame FB 33		:30			NM	0	\$0.00
N 23	WAVE	10/27/12	10/27/12	NBC Saturday Today Show	7-9am		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$325.00			
N 24	WAVE	10/28/12	10/28/12	NBC Sunday Today Show	8-9am		:30			NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$425.00			
N 25	WAVE	10/28/12	10/28/12	NBC Meet The Press	VARIOUS		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$600.00			
N 26	WAVE	10/30/12	10/30/12	Tuesday Hour 3	Go On/ New Norm		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$750.00			
D 27	WAVE	10/24/12	10/24/12	Wednesday Hour 2	9-10pm		:30			NM	0	\$0.00
N 28	WAVE	10/24/12	10/24/12	Wednesday Hour 2	L&O SVU Wed 9-1		:30			NM	1	\$925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--W----				1	\$925.00			

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Contract / Revision	Alt Order #
839830 /	06392523

Contract Dates	Product	Estimate #
10/24/12 - 10/30/12	SENATE MAJORITY PA	2208

Advertiser	Original Date / Revision
Majority Pac	10/24/12 / 10/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
N 29	WAVE	10/29/12	10/29/12	WAVE Sunrise I (5-5:30am)	5-5:30am		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$100.00			
N 30	WAVE	10/29/12	10/29/12	WAVE Sunrise II (5:30-6am)	530-6am		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$175.00			
<b>Totals</b>											<b>28</b>	<b>\$10,545.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	25	\$9,520.00	\$8,092.00
10/29/12 - 10/30/12	3	\$1,025.00	\$871.25
<b>Totals</b>	<b>28</b>	<b>\$10,545.00</b>	<b>\$8,963.25</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Mike Furman  
do hereby request station time concerning the following issue:

Majority PAC
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	As	ordered			

<b>Total Charges:</b>
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This broadcast time will be used by: Majority PAC

<p><b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b></p> <p style="text-align: center;"> <input checked="" type="checkbox"/> Yes             <span style="margin-left: 200px;"><input type="checkbox"/> No</span> </p>	
---	--

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Mary, City P.O.C.	Washington, DC 20005
700 13th Street NW	202-338-6163

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Rebecca Lamb

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

4/4/12	<i>[Signature]</i>	202-338-8760
Date	Signature	Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

<input checked="" type="checkbox"/> Accepted	<input type="checkbox"/> Accepted in Part	<input type="checkbox"/> Rejected
<i>[Signature]</i>	Nina Ballinger	NSA
Signature	Printed Name	Title

## AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		<i>As ordered</i>			

**Total Charges:**

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.